

Private sector engagement in city region food systems



Marielle Dubbeling, Director RUAF Foundation
www.ruaf.org

Outline

- ✓ About RUAF
- ✓ Urban Food Systems as emerging focus for policy development
- ✓ Private sector engagement: examples, lessons, recommendations



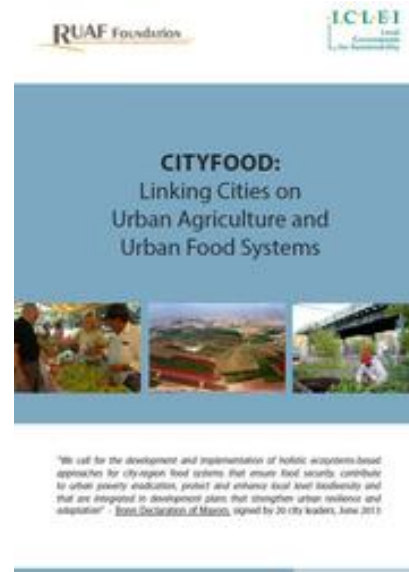
RUAF Global Partnership on Sustainable Urban Agriculture and City Region Food Systems

- ✓ Members: Quito, Ghent and Toronto, IWMI, the Chinese Academy of Sciences, the Centre for Sustainable Food Systems, Mazingira and Está
- ✓ Projects and programmes in over 50 cities, since 1999
- ✓ Urban food systems, food security, local economic development, resource recycling and adaptation to climate change





Dutch City Deal Food on the Urban Agenda



City Region Food Systems Sustainable Food Systems and Urbanization





Cabinet food agenda (2015) lacked vision on role city and city regions to food agenda. Role cities is key for territorial integration and coordination; feeding an increasing urban population; being centres of knowledge and innovation (City Deal)

133 Cities pledge to develop more sustainable and resilient urban food systems (MUFFP)

Recognition of food security, integrated territorial development, food systems planning and urban agriculture in New Urban Agenda (Habitat III)

Role of private sector



Need to understand types and roles in relation to desired food system outcomes

Three city region cases, 15 private sector innovations and 4 inspiring government examples

Study questions

- ❖ What are goals and characteristics of different food systems?
- ❖ What type of private sector is –or could be– engaged?
- ❖ What business behaviour will contribute to these goals?
- ❖ What are the drivers for their engagement?
- ❖ What are their support needs?
- ❖ What are recommendations for the private sector?
- ❖ What policy environment can support private sector participation and innovations in CRFS?



The role of private sector in city region food systems

Analysis report

Marielle Dubbeling, Joy Carey, Katrin Hochberg

RUAF Foundation

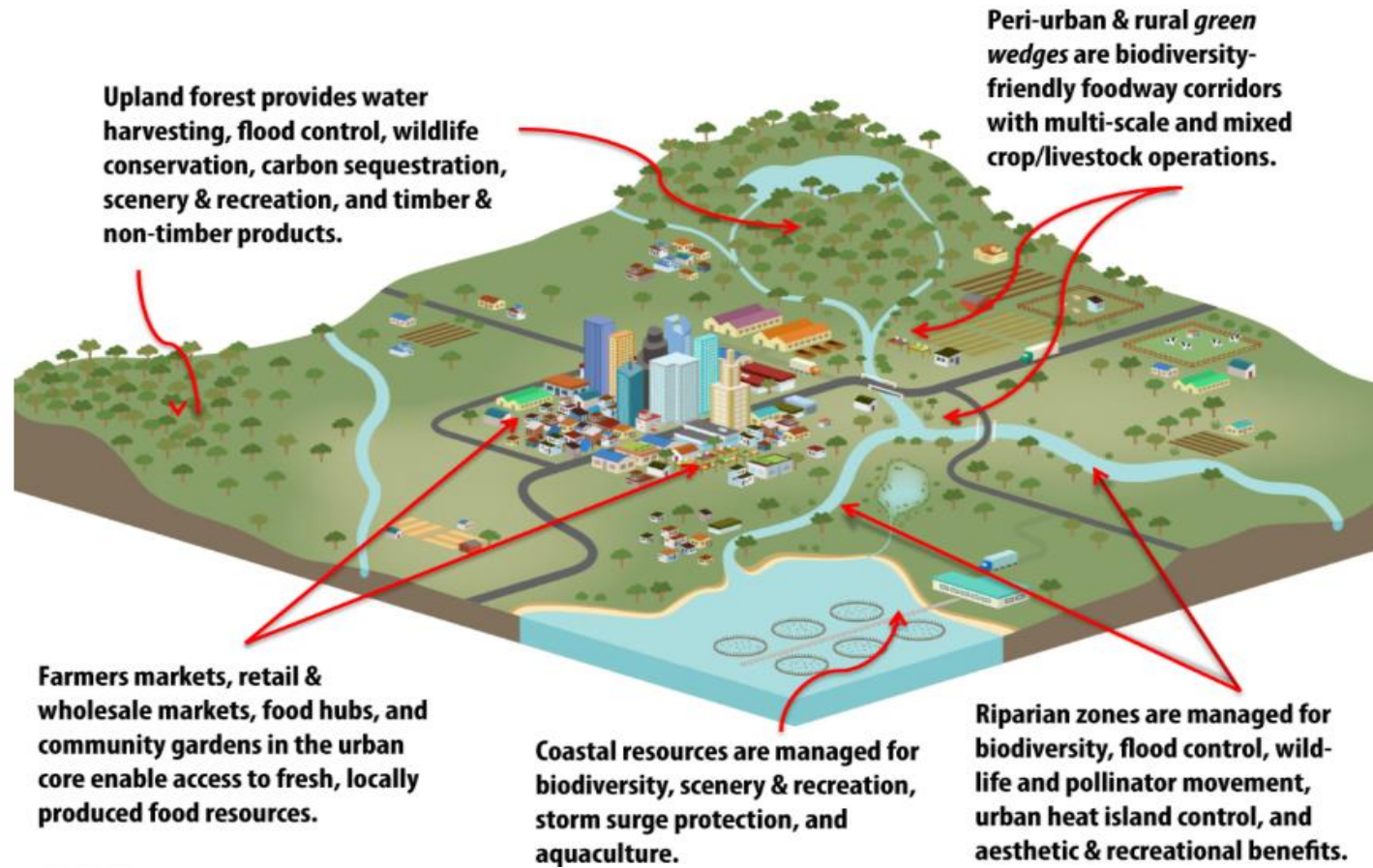
December 2016

Different urban food systems and private sector roles

- ✓ Food system 1.0: greater degree local/national production, small-scale producers and informal sector
- ✓ Food system 2.0: larger dependence on trade, consolidation supply chain (large retail and processing)
- ✓ Food system 3.0: more re-localised supply chain; new private sector roles (short chains, food ICT platforms, health and housing)



Sustainable and resilient city region food systems



CRFS tool to integrally link SDG 2, 11, 12 and 13; promote integrated territorial development and landscape management; urban-rural linkages

City region case studies

❖ Quito: mix FS 1.0 and 2.0; some tendencies to 3.0 (*Lusaka*)

-> Potential engagement larger processing and retail, also driven by political interest

❖ Rotterdam: FS 2.0, with increasing interest in/demand for FS 3.0 (*China*)

-> Allows for engagement and innovations new urban non-food actors

❖ Bristol: FS 2.0; specific government and CSO interest in FS 3.0 (*Brazil*)

-> Potential large-scale impact due to size, trickle down impacts and consumer demand

Case study: Quito, Ecuador

- ❖ Combination local/national and international food chains
- ❖ Trends towards greater consumption of processed food
- ❖ Still a large number small producers, traders, SMEs
- ❖ Growing concentration of processing industry and supermarkets
- ❖ Processing/retail sector still connected to a regional suppliers base
- ❖ Strong government concern on social inclusion and healthy diets
- ❖ Growing demand for short supply chains



Case study: Quito, Ecuador

- ❖ Demands for regular supply, larger volumes, hygiene standards, cold storage/transport limit participation small-scale producers/SMEs
- ❖ Need to coordinate supply and link with medium-scale intermediaries
- ❖ Inclusion of city regional provenance criteria in procurement schemes and corporate social responsibility
- ❖ Improved information systems, consumer awareness and demand
- ❖ Territorial food security policy: legislation and support



Private sector innovations

- ❖ Mainstream large-scale retail and catering promote food waste reduction, local/regional sourcing and on-site food production
 - <- Social and environmental responsibility; consumer demand
- ❖ Technology companies, ICT
 - <- Asset value, certification incentives, new products and revenues
- ❖ Waste and electricity companies
 - <-Environmental and economic values, carbon credits



Policy support mechanisms

- ❖ Procurement standards and targets, catering marks
- ❖ Green building, agricultural land protection
- ❖ Taxes, subsidies, project and business support, PPP
- ❖ Specific focus on social inclusion, environmental sustainability



Business characteristics

- Large scale processing, retail, catering and new players : potential of scale; but often limited in sustainability/resilience
 - > government regulation/incentives; consumer demand; business awareness
- SME type; family-owned food businesses
 - > access to (collective) processing and distribution facilities
 - > access to both local and mainstream markets
 - > retail control over markets
 - > ability to innovate/ respond to rapidly changing consumer demand



Drivers for engagement

- Economic drivers
- Social drivers
- Environmental concerns
- Political drivers

Private sector interventions will ultimately be determined by economic motives. Building consumer demand is crucial.



Recommendations to Dutch private sector

- Align role/CRS to sustainable CRFS (ex. vertical farming vs. local production)
- Localised/sustainable procurement and sourcing
- Product and market innovation targeting an urban market and with social inclusion criteria
- Business support services to SME/family business
- Financing innovations (e.g. carbon credits; PPP funds)
- Provide support to the entire food chain: trickle down impacts



Need for further research and development support

- Better understanding Africa and Asia; city context analysis
- Further develop the CRFS concept
- Need for impact data CRFS and private sector impacts
- Internal private sector working mechanisms and cost calculations/exchange of experiences
- Technical and policy support to cities and city regions in multi-stakeholder and integrated development of urban food systems

URBAN AGRICULTURE MAGAZINE

29

City Region Food Systems

www.ruaf.org



Food and Agriculture
Organization of the
United Nations

RUAF FOUNDATION
Rural-Urban Agriculture Foundation

A vision for City Region Food Systems

Building sustainable and resilient city regions



City Region Food Systems and Food Waste Management

Linking Urban and Rural Areas
for Sustainable and Resilient Development

Authors: Mariëtte Dubbeling (International Network of Resource Centres on Urban Agriculture and Food Security/RUAF Foundation),
Guido Sanini and Camilla Baccarini (UN Food and Agriculture Organization/FAO),
Carmen Vogt and Katrin Litschke (Leibniz-Institut für Ernährungswissenschaften für internationale Zusammenarbeit/IZI)

Call for Strengthening Urban-Rural Linkages

The challenge of ensuring food and nutrition security for all is becoming an urban one. Rapid urbanisation, increasing vulnerability to food price hikes and climate impacts, changes in consumption patterns and the related increase in diet-related health problems – all call for increasing attention to providing the world's growing urban population with adequate, safe, balanced, and affordable food. Urban growth is also directly related to increased demand for natural resources (land and water) that provide vital food and ecosystem services. In this context, sustainable urbanisation, food and nutrition security, environmental and natural resource management – including the preservation of ecosystems – rural development and agricultural production, and distribution and marketing have become intrinsically linked.

In order to respond to these challenges, integrated territorial development and balanced urban-rural linkages must be pursued for the benefit of both urban and rural populations alike. City region food systems (CRFS) offer concrete policy and programme opportunities within which multiple development goals can be addressed and through which rural and urban areas and communities in a given city region can be directly linked.

It is for these reasons that integrated territorial approaches and urban-rural linkages are included in the Agenda 2030 as part of the Sustainable Development Goals (SDGs). These specifically address SDG target 11a, to support positive economic, social and environmental links between urban, peri-urban and rural areas, and are instrumental in linking SDG 11 with SDG 2 (on sustainable agriculture and food and nutrition security) and SDG 12 (on sustainable production and consumption).

The New Urban Agenda (NUA) will set out goals and guidelines for sustainable urban development that will be applicable to all UN member countries. It recognises that urbanisation has increasingly linked cities with their peri-urban and rural hinterland, spatially as well as functionally.

Although contexts differ across cities and regions, in all situations, functional linkages and flows among people, goods and services extend beyond traditional administrative boundaries. This calls indeed for new strategies of planning and management of urban, peri-urban and rural areas in an integrated way and for new forms of multi-level and horizontal governance.

giz Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH

RUAF FOUNDATION

Food and Agriculture
Organization of the
United Nations

Thank you

Email: m.dubbeling@ruaf.org

Website: www.ruaf.org; <http://www.ruaf.org/projects/role-private-sector-city-region-food-systems>